

## ABSTRACT

A method and system for providing an ad is disclosed. The method of one embodiment comprises combining an ad input file with a conduit file to create an integrated ad file, wherein the ad input file identifies at least the content of the ad and the conduit file identifies at least the tracking data for the ad. The integrated ad file may then be served. According to a further embodiment, the method further includes effectuating a modification to the ad content by updating the ad input file, recombining the modified ad input file with the conduit file to create a modified integrate ad file and serving the modified integrated ad file.